

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #611800
Mr. J. Beaver
STANDARD ROSENBAUM

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Joe:

Attached are July orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with *July Salem Tear Tape product*. These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you \$7.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per SKU:	40 units
Billing per SKU:	4 Cartons

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Enc. Retailer Letter

Retail Customer List

30TR5AL.DOC

51854 9053

JULY DELIVERY
SALEM TEAR TAPE

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED*****

51 SKUs of Displays (Item #541964)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>2</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24196	Light	<u>3</u>
12300-24197	Light 100	<u>4</u>

PRODUCT / DISPLAYS ARRIVAL: JUNE 29, 1998

SHIP DATE TO RETAIL: WEEK OF: JULY 13, 1998

EFT \$ AMOUNT: \$3,246.10

PACKING / SHIPPING PAYMENT \$70.00
(10 (6M) promoted case(s) @ \$7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULY DELIVERY

51854 9054

WHOLESALE 411800 STANDARD-ROSENAUM, INC <DIRECT>
 TEMPLATE 800438 80700 SAL 98 33/1 NC
 SALES LEVEL 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162202	162238	632811	CITGO #1425	100 N 2ND ST	FULTON	NY	13069	6	2	7	2	17	3459-0000	05967
162210	162227	178900	RICHIE STATIONARY	MARKET & CENTER S	ELLENVILLE	NY	12428			1	2	3		
162210	162227	193686	XTRA MART #1421	ROUTE 209	WAWARSING	NY	12489	1	1	1	1	4	3459-0000	
162302		274609	XTRA MART #1462	EXIT 21 RT 9N	LAKE GEORGE	NY	12845	1		1		2	3459-0000	
162302	162320	511585	XTRA MART #1458	BAY & SANFORD STR	GLENS FALLS	NY	12801	1	1	1	1	4	3459-0000	
162302	162320	512855	XTRA MART #1435	360 GLEN ST	GLENS FALLS	NY	12801			2	1	3	3459-0000	
162303	162324	087082	HESS #32211	NOTT ST & MAXON R	SCHENECTADY	NY	12308	1	1	1	1	4	0353-0100	
162303	162322	422751	SUNOCO SCOTIA #1493	184 SACANDAGA RD	SCOTIA	NY	12302	1		3	2	6	3459-0000	
162304	162321	020910	COLONIAL DELI MART	290 MIDDLETOWN RD	WATERFORD	NY	12188	1	1	1	1	4		
162304	162322	026572	COULSON'S NEWS	594 NEW LOUDON RD	LATHAM	NY	12110	1	1	1	1	4		
162304	162322	175999	COULSON'S NEWS	420 BROADWAY	ALBANY	NY	12204	2	2	2	2	6		
162304	162321	239719	XTRA MART #1473	2951 ROUTE 9	BALLSTON SP	NY	12020			1		1	3459-0000	
162304	162321	318275	NUTTINGS GENERAL ST	1359 5TH AVE	WATERVLIET	NY	12189	1	1	1	1	4		
162304		415689	MID VALLEY OIL #141	1958 AMSTERDAM RD	BALLSTON SP	NY	12020				1	1	3459-0000	
162304	162321	459138	MID VALLEY OIL #145	616 BROADWAY	WATERVLIET	NY	12189	1	1	1	1	4	3459-0000	
162304	162325	480355	XTRA MART #1508	491 5TH AVE	TROY	NY	12182	1		1	1	3	3459-0000	
162304	162321	508214	SANDRA J. BESTON	16 COHOES RD	WATERVLIET	NY	12189	1	1	1	1	4		
162304	162322	541818	AMIN PETROLEUM	736 NEW LOUDON RD	LATHAM	NY	12110	2		9	20	31		
162304	162322	571958	BEVERAGE BARON	269 OSBORNE ROAD	LOUDONVILLE	NY	12211	2	2	2	2	8		
162304	162322	681800	LATHAM NEWS	679 TROY SCHENECT	LATHAM	NY	12110	1	1	1	1	4		
162304	162321	700415	WATERFORD BEV MART	35A SARATOGA AVE	WATERFORD	NY	12188	1	1	1	1	4		
162304	162322	721863	PAYLESS BEVERAGE	1021 TROY SCHENEC	LATHAM	NY	12110	1	1	1	1	4		
162304	162321	737899	ONE DOLLAR DEALS	CROSSINGS SHOP CE	CLIFTON PAR	NY	12065	2	2	2	2	8		
162304	162325	739411	BEVERAGE BARN INC.	402 5TH AVE	TROY	NY	12182	2	2	2	2	8		
162304	162321	766952	HALFMOON GETTY	1493 ROUTE 9	CLIFTON PAR	NY	12065	2	2	2	2	8		
162304	162322	777272	HANDY ANDY	654 WATERVLIET SH	LATHAM	NY	12110	2	2	2	2	8		
162304	162321	804040	WATERVLIET MARKET	500 13TH ST	WATERVLIET	NY	12189	2	2	2	2	8		
162305	162325	083760	SUPER MART INC	50 COLUMBIA	RENSSELAER	NY	12144	1	1	1	1	4	3148-0000	
162305	162326	176960	SOUTH CAIRO CTRY ST	ROUTE 23 B	SOUTH CAIRO	NY	12482				1	1		
162305	162326	346438	SUPER MART	1811 COLUMBIA TPK	CASTLETON O	NY	12033	1		1	3	5	3148-0000	
162305	162324	441213	SUPER MART #6	1560 CENTRAL AVE	ALBANY	NY	12205	1		3	3	7	3148-0000	
162305	162322	503321	SUPER MART II	463 ALBANY SHAKER	LOUDONVILLE	NY	12211	1		1	3	5	3148-0000	
162305	162326	568618	SUPERMART	ROUTE 22	CANAAN	NY	12029	1		1	2	4	3148-0000	
162305	162322	649997	MONTANA FOOD MKT	17 WATERVILET AVE	ALBANY	NY	12206	1		1	2	4		
162305	162326	654282	J&G	91 SOUTHER BLVD	ALBANY	NY	12209	1	1	1	1	4		
162305	162322	718802	ABC GALLERIES	125 CENTRAL AVE	ALBANY	NY	12206	3	3	3	3	12		
162305	162326	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	1		1	4	6		31021
162305	162326	767079	QUICK-STOP DELI	ROUTE 32	KINGSTON	NY	12401			1		1		57281
162305	162326	773876	GRANDMA'S DELI	187 ROUTE 23A	PALENVILLE	NY	12463	1	1	2	2	6		12666
162306	162328	439031	QUICK PICK CORNER	22 N BROADWAY	RED HOOK	NY	12571	2	3	7	4	16		
162306	162325	513497	MPC ENT/GETTY	700 PAWLING AVENU	TROY	NY	12180	1		3		4		15438
162306	162326	607426	GRAMPY'S	203 CHURCH STREET	NASSAU	NY	12123	1	1	1	20	23		

WHOLESALER : 511800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 800438 80700 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

DATE: 98-04-29
TIME: 03:31 PM

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162306	162325	625126	MID VALLEY OIL #142	95 HILL ST	TROY	NY	12180	1	1	1		3	3459-0000	
162306	162326	686760	XTRA MART	600 COLUMBIA TPKE	EAST GREENB	NY	12061	1		1		2	3459-0000	
162306	162325	686867	NITE OWL NEWS	400 FULTON ST	TROY	NY	12180	1		1	4	6		
162306	162326	706812	CPF CHATHAM/DRONA	52 HUDSON AVE	CHATHAM	NY	12037	2		1	1	4		21964
162306	162325	722162	FAST FOOD EXPRESS	132 MAIN AVE	WYNANTSKILL	NY	12198	2		1	7	10		25544
162306	162325	731743	NED ABBOTT'S NEWS	185 HOOSICK ST	TROY	NY	12180			2	1	3		17515
162307	162327	178373	CONVENIENT DELI	186 MAIN ST	NEW PALTZ	NY	12561	1	1	1	1	4		
162307	162327	769517	KNOTH'S MOBIL	409 MAIN ST	NEW PALTZ	NY	12561	1		1	6	8		
162308	162328	769707	HYDE PARK DELI	1 W MARKET ST	HYDE PARK	NY	12538				5	5		

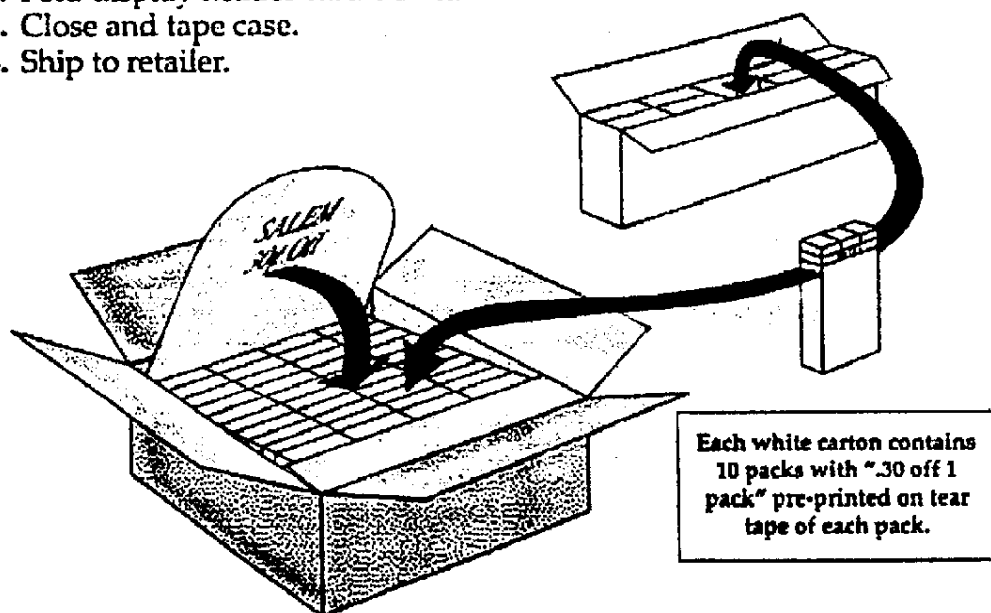
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TEMPLATE TOTAL ACCOUNTS 51 TOTAL QUANTITY 61 39 86 128 314

51854 9056

WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE 3RD QTR.'98****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541964

MSA Promotion Reporting Description: SAL 98 30 / 1 PK

Brand Style						
Number of Cartons						

51854 9057

Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display



SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

**NEW
FOR
'98!**



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

51854 9058



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51854 9059

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #611800
Mr. J. Beaver
STANDARD ROSENBAUM

SALEM TEAR TAPE PROMOTION #800438: JUNE (#806)

Dear Joe:

SALEM .30¢ Tear Tape product has been ordered in reference to the above promotion. Ship number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. No Displays are required, as retailers will utilize Displays they received with the April Salem Tear Tape distribution. This product is being shipped to you @ \$3.00/carton off-invoice.

RJR will reimburse you \$4.75 per **6M** promoted case shipped to retail on a timely basis. This equates to **\$47.50 (10 (6M) case(s) @ \$4.75)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk
Enc. Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL-JUNE.DOC

51854 9060

JUNE DELIVERY
SALEM TEAR TAPE
STANDARD ROSENBAUM

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	<i>Full Flavor</i>	<u>2</u>
12300-24195	<i>Full Flavor 100</i>	<u>1</u>
12300-24196	<i>Light</i>	<u>3</u>
12300-24197	<i>Light 100</i>	<u>4</u>

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM MAY PRODUCT
DISTRIBUTION TO MEET JUNE DISTRIBUTION AS NEEDED*****

Product / Premium Arrival: May 26, 1998
Ship Date to Retail: Week of: June 8, 1998
EFT \$ Amount: \$3,101.69

JUNE Drive Period 806 / Promotion #800438

PROMOTION DESCRIPTION:

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH APRIL PRODUCT DISTRIBUTION**

JUNE DELIVERY

51854 9061

WHOLESALE : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
 TEMPLATE : 800438 80600 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	M85 QTY	M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162202	162238	632811	CITGO #1425	100 N 2ND ST	FULTON	NY	13069	6	2	7	2	17	3459-0000	05967
162210	162227	178900	RICHEL STATIONARY	MARKET & CENTER S	ELLENVILLE	NY	12428			1	2	3		
162210	162227	393686	XTRA MART #1421	ROUTE 209	WAWARSING	NY	12489	1	1	1	1	4	3459-0000	
162302		274609	XTRA MART #1462	EXIT 21 RT 9N	LAKE GEORGE	NY	12845	1		1		2	3459-0000	
162302	162320	511585	XTRA MART #1458	BAY & SANFORD STR	GLENS FALLS	NY	12801	1	1	1	1	4	3459-0000	
162302	162320	512855	XTRA MART #1435	360 GLEN ST	GLENS FALLS	NY	12801			2	1	3	3459-0000	
162303	162324	087082	HESS #32211	NOTT ST & MAXON R	SCHENECTADY	NY	12308	1	1	1	1	4	0353-0100	
162303	162322	422751	SUNOCO SCOTIA #1493	184 SACANDAGA RD	SCOTIA	NY	12302	1		3	2	6	3459-0000	
162304	162321	020910	COLONIAL DELI MART	280 MIDDLETOWN RD	WATERFORD	NY	12188	1	1	1	1	4		
162304	162322	026572	COULSON'S NEWS	594 NEW LOUDON RD	LATHAM	NY	12110	1	1	1	1	4		
162304	162322	175999	COULSON'S NEWS	420 BROADWAY	ALBANY	NY	12204	2	2	2	2	8		
162304	162321	239719	XTRA MART #1473	2951 ROUTE 9	BALLSTON SP	NY	12020			1		1	3459-0000	
162304	162321	318275	NUTTINGS GENERAL ST	1359 5TH AVE	WATERVLIET	NY	12189	1	1	1	1	4		
162304		415689	MID VALLEY OIL #141	1958 AMSTERDAM RD	BALLSTON SP	NY	12020				1	1	3459-0000	
162304	162321	459138	MID VALLEY OIL #145	616 BROADWAY	WATERVLIET	NY	12189	1	1	1	1	4	3459-0000	
162304	162325	480355	XTRA MART #1508	491 5TH AVE	TROY	NY	12182	1		1	1	3	3459-0000	
162304	162321	508214	SANDRA J. BESTON	16 COHOES RD	WATERVLIET	NY	12189	1	1	1	1	4		
162304	162322	541818	AMIN PETROLEUM	736 NEW LOUDON RD	LATHAM	NY	12110	2		9	20	31		
162304	162322	571958	BEVERAGE BARON	269 OSBORNE ROAD	LOUDONVILLE	NY	12211	2	2	2	2	8		
162304	162322	681800	LATHAM NEWS	679 TROY SCHENECT	LATHAM	NY	12110	1	1	1	1	4		
162304	162321	700415	WATERFORD BEV MART	35A SARATOGA AVE	WATERFORD	NY	12188	1	1	1	1	4		
162304	162322	721863	PAYLESS BEVERAGE	1021 TROY SCHENEC	LATHAM	NY	12110	1	1	1	1	4		
162304	162321	737899	ONE DOLLAR DEALS	CROSSINGS SHOP CE	CLIFTON PAR	NY	12065	2	2	2	2	8		
162304	162325	739411	BEVERAGE BARN INC.	402 5TH AVE	TROY	NY	12182	2	2	2	2	8		
162304	162321	766952	HALFMOON GETTY	1493 ROUTE 9	CLIFTON PAR	NY	12065	2	2	2	2	8		
162304	162322	777272	HANDY ANDY	654 WATERVLIET SH	LATHAM	NY	12110	2	2	2	2	8		
162304	162321	804040	WATERVLIET MARKET	500 13TH ST	WATERVLIET	NY	12189	2	2	2	2	8		
162305	162325	083760	SUPER MART INC	50 COLUMBIA	RENSSELAER	NY	12144	1	1	1	1	4	3148-0000	
162305	162326	176960	SOUTH CAIRO CTRY ST	ROUTE 23 B	SOUTH CAIRO	NY	12482				1	1		
162305	162326	346438	SUPER MART	1811 COLUMBIA TPK	CASTLETON O	NY	12033	1		1	3	5	3148-0000	
162305	162324	441213	SUPER MART #6	1560 CENTRAL AVE	ALBANY	NY	12205	1		3	3	7	3148-0000	
162305	162322	503321	SUPER MART II	463 ALBANY SHAKER	LOUDONVILLE	NY	12211	1		1	3	5	3148-0000	
162305	162326	568618	SUPERMART	ROUTE 22	CANAAN	NY	12029	1		1	2	4	3148-0000	
162305	162322	649997	MONTANA FOOD MKT	17 WATERVILET AVE	ALBANY	NY	12206	1		1	2	4		
162305	162326	654282	J&G	91 SOUTHER BLVD	ALBANY	NY	12209	1	1	1	1	4		
162305	162322	718802	ABC GALLERIES	125 CENTRAL AVE	ALBANY	NY	12206	3	3	3	3	12		
162305	162326	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	1		1	4	6		31021
162305	162326	767079	QUICK-STOP DELI	ROUTE 32	KINGSTON	NY	12401			1		1		57281
162305	162326	773876	GRANDMA'S DELI	187 ROUTE 23A	PALENVILLE	NY	12463	1	1	2	2	6		12666
162306	162328	439031	QUICK PICK CORNER	22 N BROADWAY	RED HOOK	NY	12571	2	3	7	4	16		
162306	162325	513497	MPC ENT/GETTY	700 PAWLING AVENU	TROY	NY	12180	1		3		4		15438
162306	162326	607426	GRAMPY'S	203 CHURCH STREET	NASSAU	NY	12123	1	1	1	20	23		

WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 800438 80600 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162306	162325	625126	MID VALLEY OIL #142	95 HILL ST	TROY	NY	12180	1	1	1		3	3459-0000	
162306	162326	686760	XTRA MART	600 COLUMBIA TPKE	EAST GREENB	NY	12061	1		1		2	3459-0000	
162306	162325	686867	NITE OWL NEWS	400 FULTON ST	TROY	NY	12180	1		1	4	6		
162306	162325	722162	FAST FOOD EXPRESS	132 MAIN AVE	WYNANTSKILL	NY	12198	2		1	7	10		25544
162306	162325	731743	NED ABBOTT'S NEWS	185 HOOSICK ST	TROY	NY	12180			2	1	3		17515
162307	162327	178373	CONVENIENT DELI	186 MAIN ST	NEW PALTZ	NY	12561	1	1	1	1	4		
162307	162327	769517	KNOTH'S MOBIL	409 MAIN ST	NEW PALTZ	NY	12561	1		1	6	8		
162308	162328	769707	HYDE PARK DELI	1 W MARKET ST	HYDE PARK	NY	12538				5	5		

PAGE BREAK TOTAL ACCOUNTS 50 TOTAL QUANTITY 59 39 85 127 310

TEMPLATE TOTAL ACCOUNTS 50 TOTAL QUANTITY 59 39 85 127 310

51854 9063